

Commission on Spanish Speaking Affairs

Strategic Plan Background
2005 - 2009

Mission Statement: *"Promoting the diverse interests of Hispanics in Michigan to have lives that are abundant with opportunities."*

We, the members of the Commission on Spanish Speaking Affairs (COSSA) have created a Strategic Plan that embodies our commitment to our mission of *"Promoting the diverse interests of Hispanics in Michigan to have lives that are abundant with opportunities."* Our goals are specifically focused on **Economic Development, Education, Leadership and Political Involvement, and Legislative** as areas in which our efforts will be concentrated. Within each of these areas are sets of specific actions that will move us towards the accomplishment of our mission.

The members of COSSA adopted the Strategic Plan with the understanding that it is a dynamic product that will evolve as conditions for Hispanics in Michigan change. Following is the Five-Year Strategic Plan as developed and adopted by members of COSSA.

Purpose

The purpose of the COMMISSION is to develop a unified policy and plan of action to serve the needs of Michigan's Hispanic people. Public Act 164 of 1975 directs the Commission to:

- Advise the Governor, the Legislature, and the office concerning the coordination and administration of state programs serving Hispanics.
- Make recommendations to the Governor and the legislature regarding changes in state programs, statutes, and policies.
- Advise the Governor and the Legislature of the nature, magnitude, and priorities of the problems concerning Hispanic people.
- Review and approve grants to be made from federal, state, or private funds, which are administered by the office.
- Secure appropriate recognition of Hispanic accomplishments and contributions to the state.
- Review and approve the Annual Report prepared by the Office of Spanish-Speaking Affairs.

The Strategic Plan focuses on four key areas:

- Economic Development
- Education
- Leadership and Political Process
- Legislative

These areas are not exclusive of the work the commission will be doing over the next several years. At times, issues will arise that will need to be addressed. The commission is focused to work on issues that affect the quality of lives for Michigan Hispanics.

The Commission has maintained a relationship with the Office of Migrant Affairs, a division within the Department of Human Services which focuses on Migrant and Seasonal Worker issues. Also, since the Commission was instrumental in the formation of the Michigan Hispanic Senior Citizens Coalition (MHSCC), a Commissioner will serve in a liaison role to these groups and provide feedback to the commission on matters that impact Hispanic residents.

The commission is looking to be a catalyst for change and work with state and local leaders on issues affecting Hispanic residents in the State of Michigan. This plan will help the commission achieve the goals and help guide the commission as they work on these issues.

Priority Area

Economic Development

By 2009, Hispanics in Michigan will have lives that are abundant with opportunities. The commission will work to ensure:

- COSSA will have actively participated in a successful business forum
- Opportunities to do business/bid on state projects will be posted on the COSSA website
- Establish key relationships with key businesses and associations in the public and private arena will be contacted about the possibility of having procurement workshops to provide opportunities for Hispanic business owners to find out what is need to build and win contracts and projects.

Annual Milestones:

2005:

- Begin discussions and planning on hosting a small business forum
- Post information on the COSSA website about working with the State of Michigan (Department of Transportation (DOT), Department of Management and Budget (DMB), Department of Information Technology (DIT), Etc.)
- Disseminate information to Hispanic media

2006:

- COSSA will actively participate in two Hispanic business forums (Detroit and Grand Rapids) attracting Hispanic entrepreneurs and state purchasing agents.
- COSSA will monitor state contract awards by reviewing reports provided by DMB.
- COSSA will utilize its media network to disseminate information about upcoming Hispanic economic development events that impact the Hispanic Community.
- Inform the Governor, Cabinet and Legislature of opportunities for outreach to Hispanic entrepreneurs.
- Establish and grant Hispanic Entrepreneur of the Year Award.

2007:

- Continue to actively participate in small business forums to talk about new opportunities

2008:

- Continue to actively participate in small business forums showcasing success stories

2009:

- Continue to actively participate in small business forums showcasing success stories

Other Milestones:

Priority Area

Education

By 2009, Hispanics in Michigan will have lives that abundant with opportunities. The commission will work to ensure:

To assist in increasing Michigan Hispanic:

- High school graduation rates (by 10 %)
- College enrollment (by 5 %)
- College graduation (by 3 %)

Annual Milestones:

2005:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry

2006:

- Select two school districts with significant Hispanic population to plan and / or participate in programs that promote high school graduation and advanced education.
- Participate in the Hispanic Heritage Scholarship Awards Selection Committee for high school graduates.
- Collaborate with the Department of Education, at least twice within the year, regarding opportunities or issues in the above two school districts.

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2007:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry
- Fundraiser (yearly): continue scholarship fundraiser
- Start fundraiser for Hispanic Education/Career Conference to be held at a later date
- Create partnerships with employment organizations and businesses to promote Hispanic Education/Career Focus Conference (possibility of partnering with the Leadership Development Institute)

2008:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry
- Fundraiser (yearly): continue scholarship fundraiser
- Start fundraiser for Hispanic Education/Career Conference to be held at a later date
- Create partnerships with employment organizations and businesses to promote Hispanic Education/Career Focus Conference
- Awards Program for Hispanic Graduates

2009:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry
- Fundraiser (yearly): continue scholarship fundraiser
- Start fundraiser for Hispanic Education/Career Conference to be held at a later date
- Create partnerships with employment organizations and businesses to promote Hispanic Education/Career Focus Conference
- Awards Program for Hispanic graduates
- Awards Ceremony for Hispanic Technical School, Community College and University graduates.

Other Milestones:

Promote Hispanic College Retention – Collaborate with employers to initiate encouragement for graduation and hopeful career placement

Priority Area

Leadership and Political Process

By 2009, Hispanics in Michigan will have lives that abundant with opportunities. The commission will work to ensure:

- Increased number of Hispanic leaders at all levels of public and private areas in Michigan.

Annual Milestones:

2005:

- Fact Finding: Identifying the leadership institutions/programs/groups in Michigan
- Benchmarking: Identify the number of Hispanic leaders in the state of Michigan (local, county, and state officials)
- Begin to identify opportunities for community involvement (non elective)
- Curriculum: Develop ideas for a statewide Hispanic Leadership Institute

2006:

- Identify and promote participation in leadership programs to the Hispanic partnerships with groups/institutions/programs identified in 2005
- Prepare/identify candidates for elective offices
- Work with existing statewide elected officials to hold a candidates workshop (non partisan)
- Begin to identify future leaders as program participants
- Identify and secure funding sources/sponsorship for the Leadership Institute
- Continue planning and finalizing agenda and curriculum

2007:

- First annual statewide Leadership Institute will be held with COSSA as main sponsor

2008:

- Hold second statewide Leadership Institute
- Track participants, evaluate curriculum, and plan another Leadership Institute (possibility to partner with another statewide leadership institute to ensure inclusion of Hispanic participants)
- Continue to refine curriculum and focus

2009:

Other Milestones:

Priority Area

Legislative

By 2009, Hispanics in Michigan will have lives that are abundant with opportunities. The commission will work to ensure:

Legislation that:

- Positively impacts the Hispanic community will be approved
- Negatively impacts the Hispanic community will be defeated

Annual Milestones:

2005:

- Create a legislative agenda
- Create a legislative calendar
- Conduct legislative “meet and greet” events
- Establish positive and effective relationships with officials and key stakeholders.
- Serve as a appointment referral source for state, local boards, and commission candidates

2006:

- Establish and maintain a network for achieving legislative goals
- Create and present clear position statements
- Create a set of recommendations for legislators on issues and initiatives that impact the Hispanic community

2007, 2008, 2009:

Continuation of 2005 and 2006 activities

Other Milestones:

Achievement will be measured by:

- Influence on legislative actions (budget process, more programs for Hispanic community, etc)
- Commission will advise officials and key stakeholders on policy issues as they are debated and deliberated
- Board and commission appointment recommendations recognized and supported state and local officials